Tobacco Control Messaging:
What we need to know to move forward

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TIPS FROM FORMER SMOKERS CAMPAIGN RESULTS

1.6 MILLION!

6 MILLION!

300,000+

300,000+

What Works to Boost Tobacco Cessation?

Are you looking for evidence-based programs and practices to support tobacco cessation? If so, consider these recently released Cancersxmry for the Race to End Smoking features:

- The Southwestern University's smokefreezone, particularly powerful for those that either drive up or downstate daily. Based on strong evidence of effectiveness in reducing tobacco cessation among smokers, it features an interactive video on how to quit.

1. Create a healthy environment with positive messages and support. 
2. Emphasize the importance of quitting for health and well-being. 
3. Provide resources for those who want to quit.

Health Communications
in Tobacco Prevention and Control
My questions
About messages and policy work
How can messages support evidence-based policy?

- Influence rural folks?
- Change the minds of anti-regulatory leaders?
- Bypass “No New Taxes” pledges?
- Bring uninvolved supporters to the table?
- Empower people to share their personal stories?
- Overcome decades of tobacco support?
- Embolden public health leadership?
My questions

Messaging about e-cigarettes to teens
“HARMLESS WATER VAPOR” = WRONG ON EVERY LEVEL
It's not like you can buy a new brain.
Nicotine is as addictive as heroin.
YOU’RE BEING USED.

MANY VAPE COMPANIES ARE OWNED BY TOBACCO COMPANIES
Will teens respond to messages that say:

• It’s not water vapor?
• It may contain harmful ingredients?
• It’s unregulated?
• It’s addictive?
• It may lead to smoking or other drug use?
• They may be manipulated by Big Tobacco? Or advertising?
• They may explode?
• Do images of vaping trigger behavior?